

CLAIMS:

We claim:

- 1 **SUB A1** 1. A method comprising:
- 2 determining a first semantic sub-space within a semantic
- 3 space in response to an input term; and
- 4 displaying at least one document positioned with said first
- 5 semantic sub-space if any documents are contained therein.
- 1 2. A method according to claim 1 further wherein if
- 2 said semantic sub-space contains no documents then determining an
- 3 expanded semantic sub-space, said expanded semantic sub-space
- 4 larger than said first semantic sub-space, said determining
- 5 repeated until at least one document is contained therein.
- 1 3. A method according to claim 2 wherein determining
- 2 said expanded semantic sub-space includes increasing a radius of
- 3 semantic distance about the meaning corresponding to the input
- 4 term.
- 1 4. A method according to claim 1 further wherein if no
- 2 documents are contained in said first semantic sub-space then no
- 3 documents are displayed.
- 1 5. A method according to claim 1 further wherein if
- 2 said semantic sub-space contains no documents then determining an
- 3 expanded semantic sub-space, said expanded semantic sub-space
- 4 larger than said first semantic sub-space, said determining

5 repeated until the one of the following occurs: at least one
6 document is contained in the expanded semantic sub-space and the
7 expanded semantic sub-space reaches a given threshold.

1 6. A method according to claim 1 wherein said
2 documents are advertisements.

1 7. A method according to claim 6 wherein said
2 advertisements are Internet banner ads.

1 8. A method according to claim 1 wherein said first
2 semantic sub-space is redefined based upon further inputs of the
3 particular meaning of said input term if said input term has more
4 than one meaning in said semantic space.

1 9. A method according to claim 1 further comprising:
2 indexing documents within said semantic space.

1 10. A method according to claim 7 wherein banner ads
2 may be sold to an advertiser by an information portal based upon
3 is desired position within semantic space.

1 11. A method according to claim 10 wherein said banner
2 ads are displayed to a user of said information portal, said user
3 providing the input term.

1 12. A method comprising:
2 determining the semantic distance and relationship between a
3 purchased synset in a semantic space and an input term, said

4 input triggering the retrieval of an ad purchased for a semantic
5 sub-space about said semantic space;

6 determining the price of said retrieved ad based upon said
7 determined distance and relationship.

1 13. A method according to claim 12 wherein the price
2 of the retrieved ad is determined to be inversely
3 proportional to the determined semantic distance.

1 14. A method comprising:

2 inputting at least one term to a semantic engine;

3 determining a first semantic sub-space within a
4 semantic space in response to an input term; and

5 retrieving all words and meanings contained within said
6 semantic sub-space.

1 15. A method according to claim 14 further comprising:

2 outputting said retrieved words and meanings.

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